

OneDigital

Workshop 3.

Measuring Impacts for
Digital Champions

Measuring Impacts for Digital Champions

Introductions

- Sara Dunn - Sara Dunn Associates Ltd
- Sarah Parkes - Age UK
- Kathy Valdes - Digital Unite
- Katharine Teed – Digital Unite

Purpose of this workshop

- To look at the different types of Digital Champions and the range of interventions
- To show the importance of monitoring and evaluating the impacts for Digital Champions
- To give an overview of considerations and approaches for evaluating the impacts to Digital Champions
- To share experiences from Digital Unite
- To look at practical examples together and share ideas

Digital Champions: different people

- ✓ Retired
- ✓ Employed
- ✓ Job seeker
- ✓ Community member
- ✓ Charity worker
- ✓ Older people
- ✓ Younger people



Digital Champions: delivering in different ways

- ✓ Staff helping colleagues
- ✓ Volunteer running a drop in session with local resident
- ✓ Staff helping customer in a brief interaction
- ✓ Volunteer attending a non-digital group activity and introducing digital 'added value'
- ✓ Staff running group sessions
- ✓ Volunteers helping one to one



Digital Champions: different roles

Staff

- ✓ Volunteers
- ✓ Frontline staff for light touch interventions
- ✓ Staff delivering face-to-face sessions as part of their role
- ✓ Staff from other organisations working with your end learners (e.g. libraries)

Volunteers

- ✓ Staff
- ✓ Job seeker
- ✓ Employed
- ✓ Volunteers from charities supporting your end learners
- ✓ Externally recruited volunteers



DCs – desirable characteristics

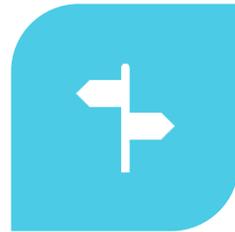
- Motivated to help others
- Willing and understand the need to build rapport with learners
- Keen to promote the benefits of having digital skills.
- Digital enthusiasts and motivators - keen to learn and keep up to date themselves
- Good communicators and active listeners
- Trusted and patient



Why evaluate impacts for DCs?



INFORMS
RECRUITMENT



INFORMS SUPPORT OF
THE DIGITAL
CHAMPION 'JOURNEY'



INFORMS PROJECT
AREAS TO FOCUS ON
FOR SUCCESS



CAN INCREASE THE
BENEFIT FOR THE
DIGITAL CHAMPION



SUPPORTS THE
PROMOTION OF THE
PROJECT INTERNALLY

Principles for evaluating impacts for Digital Champions

Sara Dunn

Sara Dunn Associates Ltd



Decide before you start

1. Where does evaluation of DC experience fit?

- Primary focus, or
- Secondary/intermediate alongside beneficiary impacts

2. Why are you evaluating Digital Champions?

- To better understand what works for DCs and why
- To demonstrate impacts for DCs



Types of DC impacts to consider

Impacts on DC's other role/s	e.g. makes their job easier
Impacts on DC's knowledge and skills	e.g. improves their client support skills
Impacts on DC's wellbeing	e.g. satisfaction of helping others

In each area, consider both positive and negative impacts

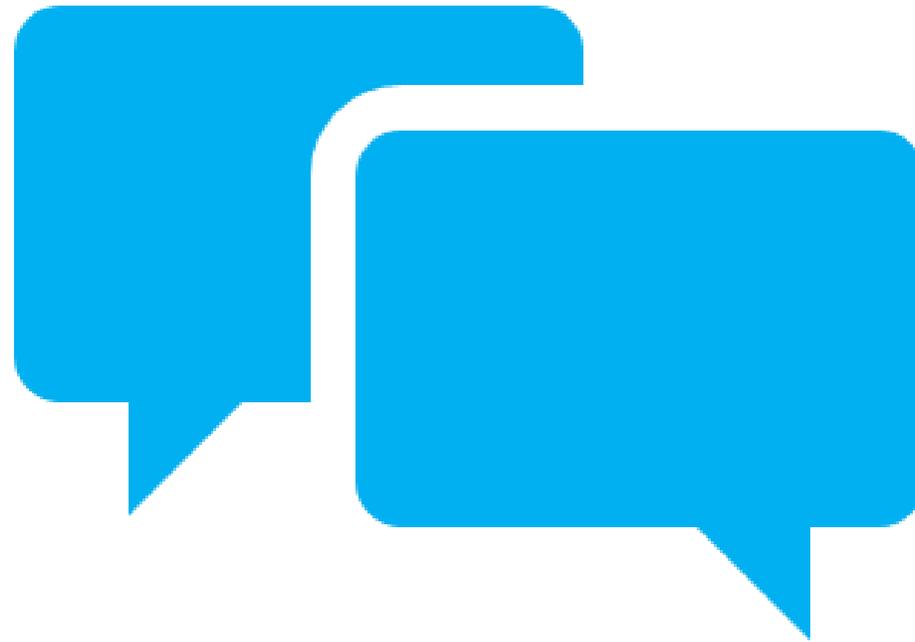


Top tips for evaluating DC impacts

- 1. Know who your DCs are**
- 2. Include views from a range of DCs (sample)**
- 3. Keep data collection simple**
- 4. Make evaluation a dialogue**



Any Questions?



Kathy Valdes and Katharine Teed

Monitoring and evaluation in the Digital Champions Network



Information we are interested in and why

For Individuals

- That our training and support can turn someone into a confident and effective Digital Champion who can go on to help others with basic digital skills
- That being a supported Digital Champion has helped them personally

For Organisations

- That an organisation has realised notable benefits both for their organisation, staff, volunteers and service users through the provision of a training and support programme for Digital Champions



What we collect and how

Monitoring	Evaluation
DCN registration form	DCN registration form
Baseline survey – DCs and organisations	Baseline survey – DCs and organisations
Follow up surveys – DCs and organisations	Telephone interviews – DCs and organisations
Course feedback form and course completion rate	Face to face interviews – DCs and organisations
Tally record	Monthly, quarterly and six monthly review of monitoring tools
Session record	Interim and full year reporting
Resources viewed/downloaded	
Forum activity – postings / views	



How we have used the data

DCs are motivated to do their training and help learners by having evidence of achievement to share with others



Helping someone with an accessibility need: working with people with memory loss
Completed on 12/06/2017
Has knowledge of the appropriate teaching methods and tools to use to help learners with memory loss

Finding a job 1
Completed on 07/12/2017
Has gained the relevant knowledge to help learners prepare for online job searches

Helping someone with an accessibility need: identifying accessibility needs
Completed on 07/12/2017
Has gained an understanding of how to sensitively identify learners' accessibility needs

Helping someone with an accessibility need: working with people with memory loss
Completed on 07/12/2017
Has knowledge of the appropriate teaching methods and tools to use to help learners with memory loss

Helping someone with an accessibility need: working with learners who are deaf or hard of hearing
Completed on 07/12/2017
Has knowledge of the appropriate teaching methods and tools that can be used to help people with hearing loss access digital technology

Helping someone with an accessibility need: working with people with learning difficulties and/or learning disabilities
Completed on 07/12/2017
Has knowledge of the appropriate teaching methods and tools to use when helping learners with learning difficulties and/or disabilities

Helping someone with an accessibility need: working with people with memory loss
Completed on 20/02/2018
Has knowledge of the appropriate teaching methods and tools to use to help learners with memory loss

Digital Champion Essentials
Completed on 26/04/2018
Has gained the relevant knowledge to confidently create the right learning environment in which to help people with their digital skills

Digital Champion Record of Achievement
Tuesday 23 October 2018

George Harrison

Digital Unite works with local authorities, housing associations and care providers to train and support Digital Champions. We specialise in training staff, residents and volunteers into effective Digital Champions - people who can stimulate the take up of online services and promote the confident and continued use of the internet.

Digital Champions complete their training with us through the Digital Champions Network and are then matched to local projects or are supported to find their own learners.

Mozilla Open Badges are awarded both for completing training and for helping learners. This Record of Achievement provides a summary of all George's awards to date.

George Harrison registered on the Digital Champions Network with My Organisation on 17th October 2017. Since then, George has completed 13 Digital Champion courses and helped 50 people with their digital skills.

Completed courses
Digital Champion Essentials
Completed on 12/07/2017
Has gained the relevant knowledge to confidently create the right learning environment in which to help people with their digital skills

Helping someone with an accessibility need: identifying accessibility needs
Completed on 12/03/2017
Has gained an understanding of how to sensitively identify a learners' accessibility needs

Learners Helped

Digital Champion in action: Bronze
Has helped 25 people to improve their digital skills

Digital Champion in action: Silver
Has helped 50 people to improve their digital skills

Digital Champion in action: Gold
Has helped 50 people to improve their digital skills

Digital Champion in action: Platinum
Has helped 75 people to improve their digital skills



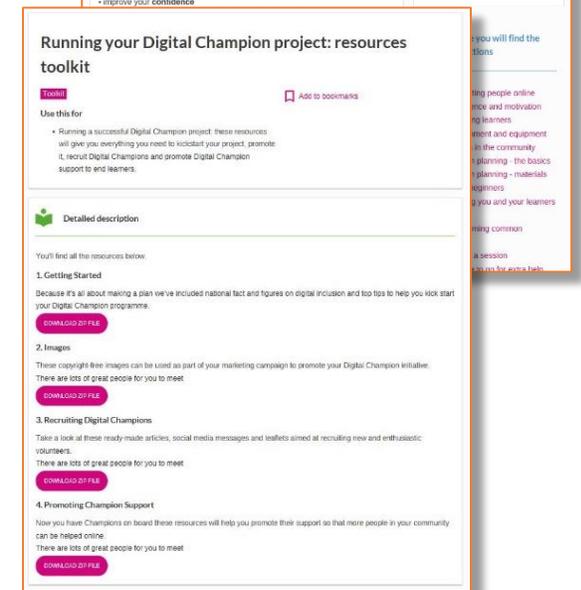
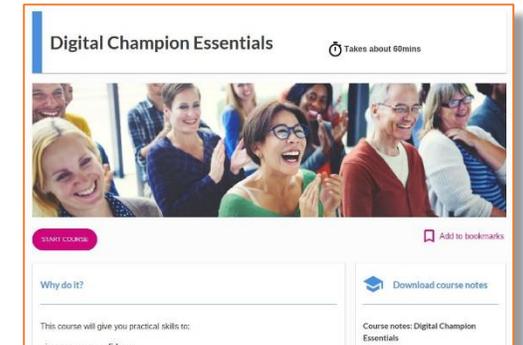
How we have used the data

97% of Champions recommend their training but quizzes score lower in the feedback

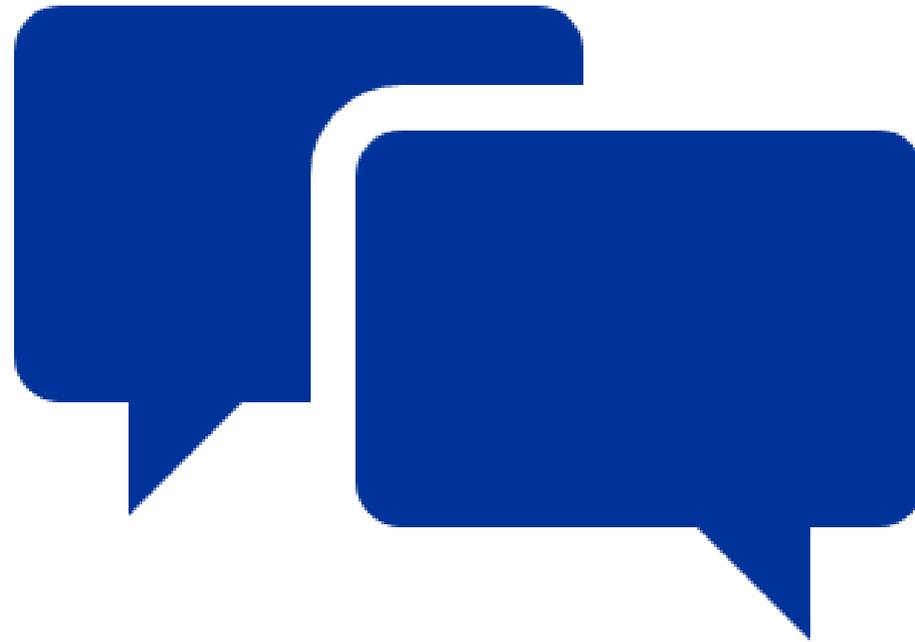
- Now embedding new functionality to use new interactive templates in future content and apply retrospectively

High use of the Project Manager resources and increasing need for more support in this area

- New accredited course being developed for Project Managers
- New member forum and resource segmentation in development



Any Questions?



Group activity - working through some practical examples



Discussion questions for a DC persona

1. What do you want your Digital Champions to get out of working/volunteering on this project?
2. What information do you want to collect?
3. How would you collect it?
4. Who is the audience for your evaluation?
5. Should it be evaluated externally or internally?
6. What do you think might be the challenges to this evaluation, and do you have ideas for overcoming them?

David a volunteer. Retired from work and wanted to use his digital skills to help others as part of a county wide Digital Champion Programme where he lives.

1. What do you want your Digital Champions to get out of working/volunteering on this project?
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Benefits for David:

- Satisfaction
- Feel valued
- Building skills – digital etc
- Something to do
- Social – reduce isolation
- More connected

Information to capture:

- How many beneficiaries (evidence of activity)
- Confidence
- Particular skills/confidence
- What has improved for you?
- What's missing?

How would you capture information?

- Building relationships with the DC
- Potentially need for independent evaluators
- Through observation

Challenges of the evaluation:

- Too many lengthy tools
- DC perception of ability
- Cultural impact on answers
- Incomplete/lack of feedback
- No response
- Communication channels e.g. use of WhatsApp



Ideas from our workshop...

Noella works for her local council as a front line staff member and is being expected to help customers access services online where appropriate.

1. What do you want your Digital Champions to get out of working/volunteering on this project?
2. What information do you want to collect?
3. How would you collect it?
4. Who is the audience for your evaluation?
5. Should it be evaluated externally or internally?
6. What do you think might be the challenges to this evaluation, and do you have ideas for overcoming them?



Benefits for Noella:

- Extra responsibility
- Variety in role
- Supporting independence
- To feel manageable
- See benefit to the customer
- Role in organisational change
- Personal development
- But....does Noella have the relevant skills?

Information to capture:

- People supported
- Were the assumed benefits achieved?
- Suggested improvements
- Was the training adequate?
- Was the support adequate?

How would you capture information?

- Survey
- Linking to wider organisational data
- Always report back to the DC
- Evaluate internally – people therefore feel listened to by their organisation and less cautious

Challenges of the evaluation:

- Finding out how helpful Noella has been
- Resistance from Noella
- Noella potentially doesn't have the relevant skills

Solutions:

- Use Essential Digital Skills Framework Toolkit
- Start voluntarily – so aspiration driven



Ideas from our workshop...



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